

# City of San Jose Registered Voters Presentation of Survey Results

**Prepared for:**

**City of San Jose  
Department of Transportation**

Evans/McDonough Company, Inc.  
436 14<sup>th</sup> Street, Suite 820 | Oakland, CA 94612  
(510) 844-0680

With Apex Strategies

June 2007  
EMC07-3664

# Methodology

- Telephone survey
- Randomly selected Registered Voters
- City of San Jose, California
- N = 803
- Margin of Error +/- 3.5%
- Interviews conducted June 12 - 20, 2007
- Interviews conducted in English, Spanish, & Vietnamese

*DISCLAIMER: As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.*



# Methodology

Where applicable, results from two additional input-gathering tools are presented. These are not scientifically conducted quantitative studies, but similar questionnaires were available both at community meetings and on the City of San Jose web site:

- **Online/mail**
  - Questionnaire was available on the City of San Jose web site
  - As of August 2nd, 2007, 304 respondents had completed the on-line questionnaire
- **Community meetings**
  - One meeting held in each City Council District, one additional meeting in City Council District 8
  - Questionnaire were distributed to attendees
  - 100 completed surveys were collected



# Key Findings

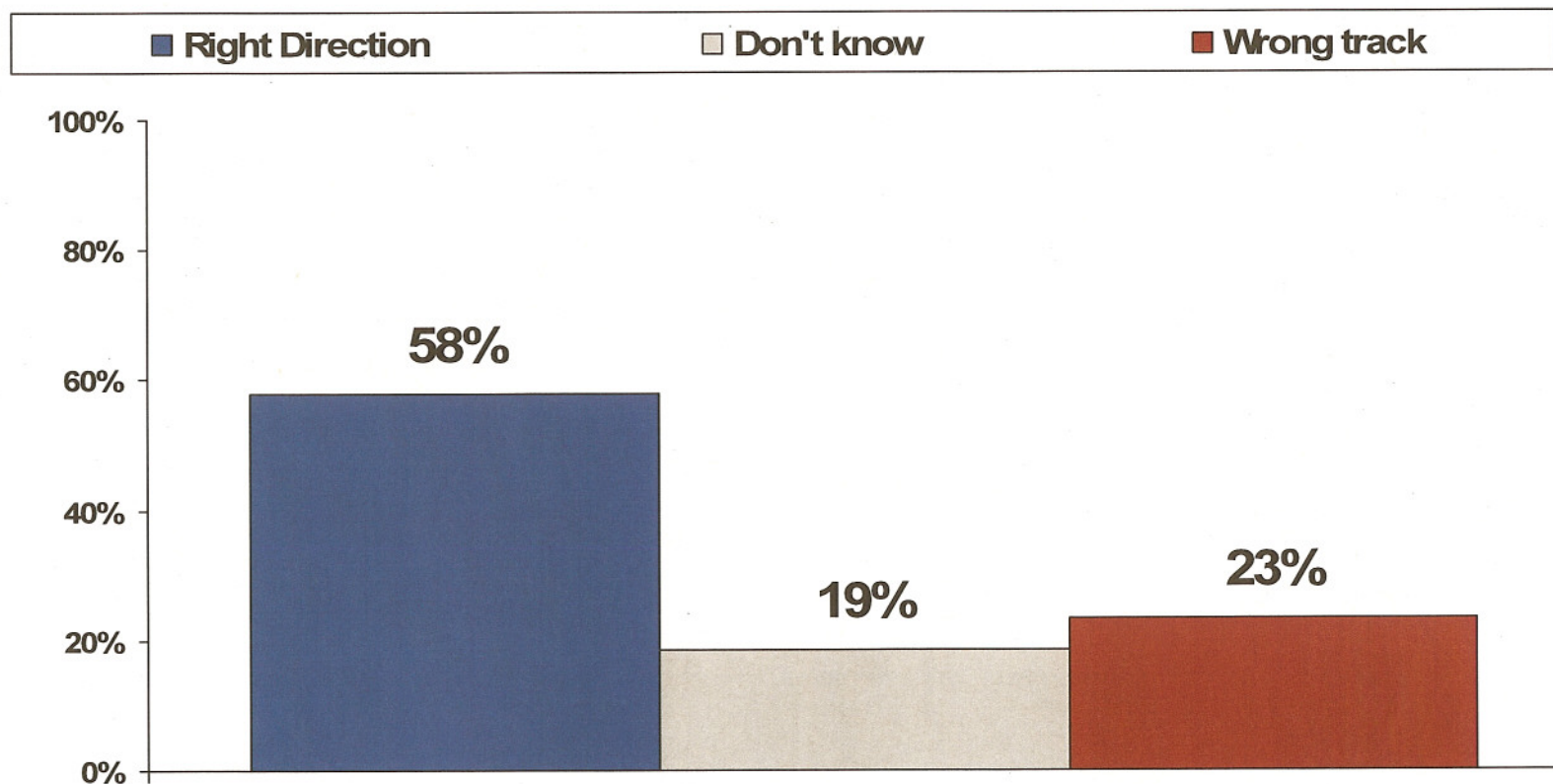


- Support for the parcel tax measure is not at the two-thirds level needed for successful passage.
- While voters believe having nice streets and sidewalks is important, they do not see an urgent need for fixing them today.
- The overall population of voters in San Jose rate the current condition of streets, roads, signs, etc., more positively than people we heard from in community meetings or through the web/mail surveys.



# A majority of San Jose voters feel things are headed in the right direction.

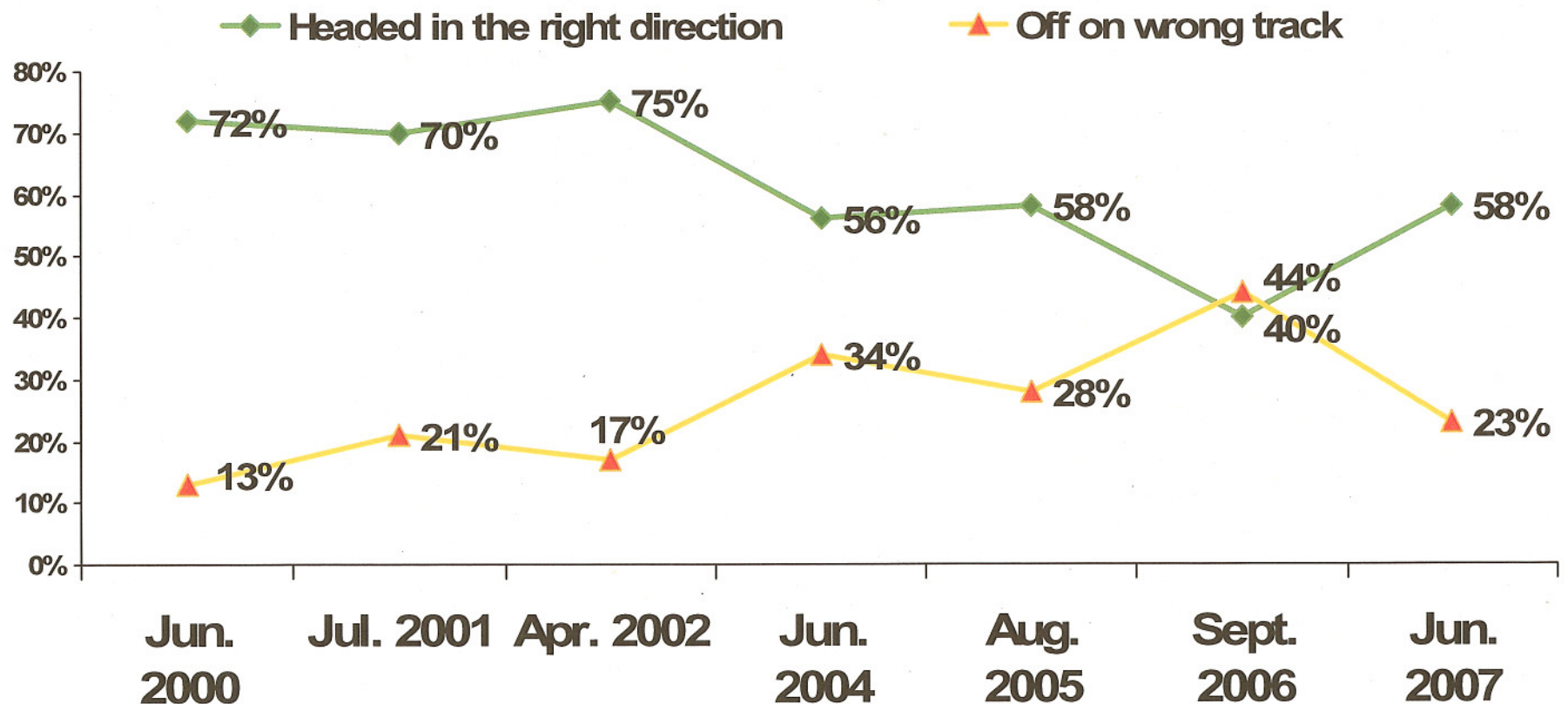
*Do you feel that things in San Jose are generally going in the right direction or do you feel things have gotten pretty seriously off track ?*





# Voter optimism has fluctuated over the last 7 years.

*Do you think things in the area are generally going in the right direction, or do you feel things are pretty seriously off on the wrong track?*





# There is not one issue that is an overwhelming concern to voters.

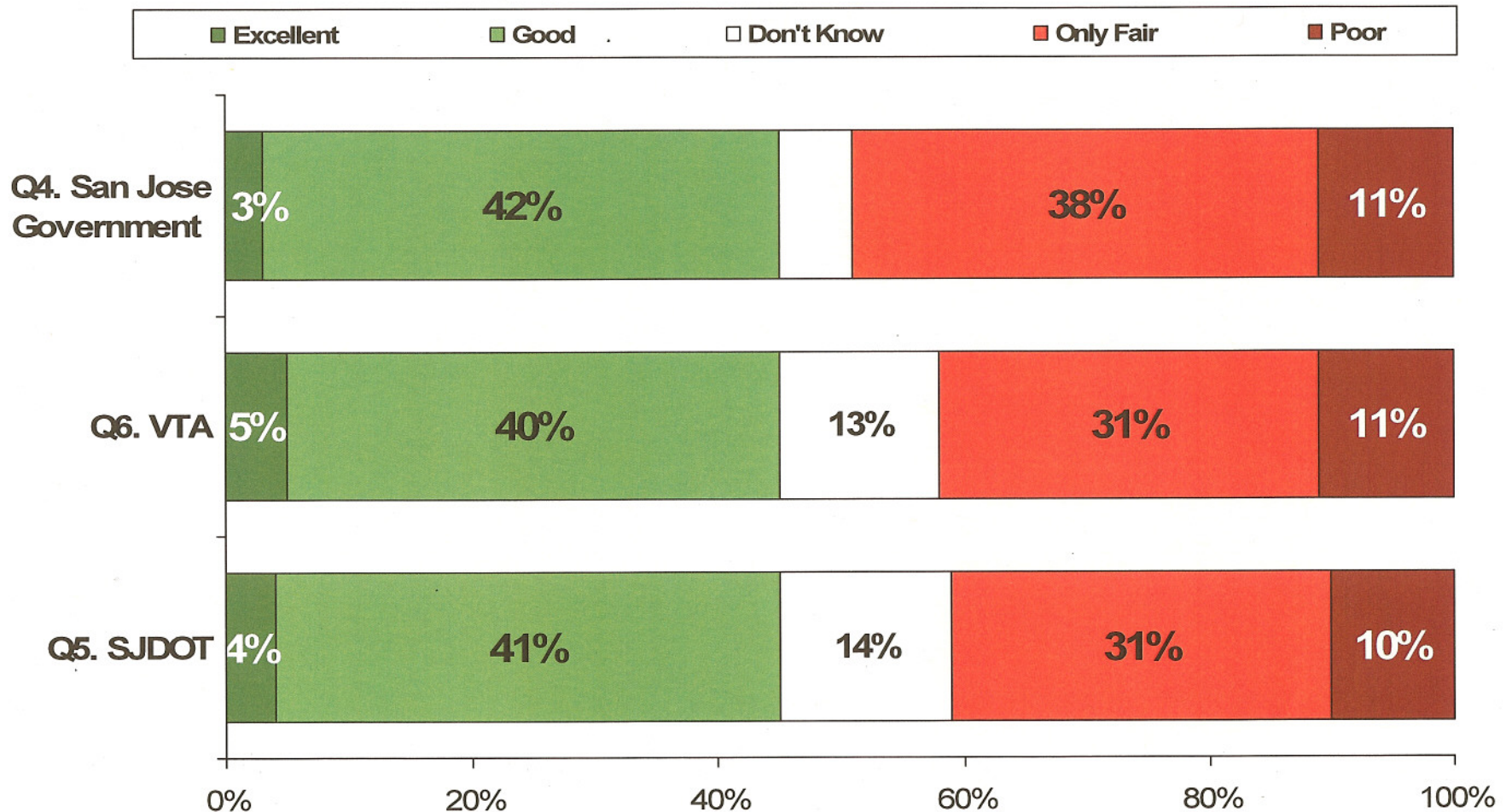
*What is the most important problem facing San Jose today?*

Traffic/ Commute Time	14 %
Affordable housing/homelessness	13
Schools/ Education	11
Crime/ Drugs/ Public safety/ Gangs	10
Overcrowding/ Overpopulation	6
Budget issues/ Deficit	6
City officials/ Corruption	6
Economy/Jobs	5
Public transportation	4
Road maintenance	3
Immigration	3
City/ Park Maintenance	3
High taxes	2
Other	7
Nothing/Don't know	12



# Voters are divided on the performance of the government agencies tested.

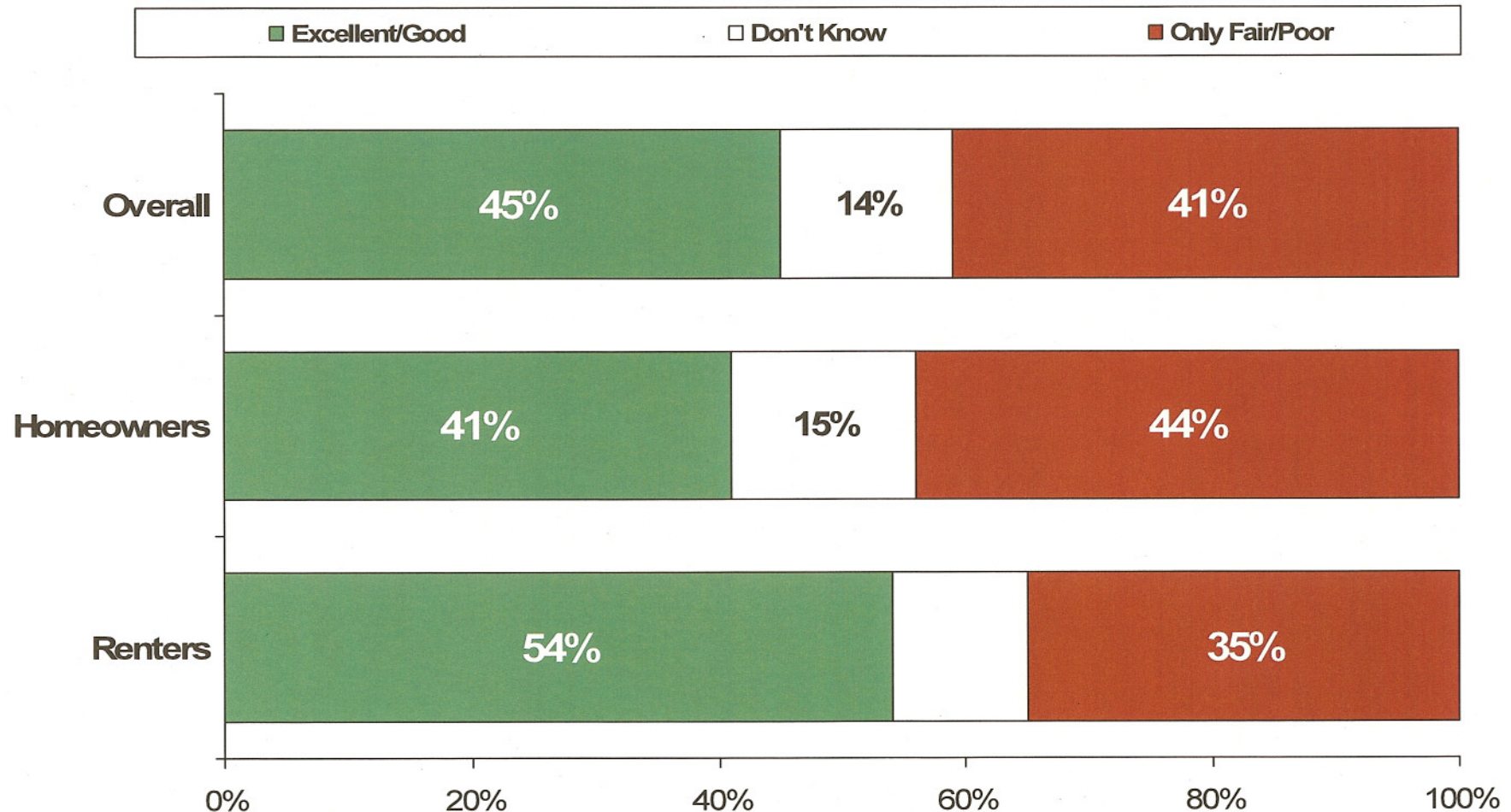
*Please rate the overall job each of the following is doing...*





# Renters give SJDOT a more positive job rating than homeowners.

*Please rate the overall job each of the following is doing...*





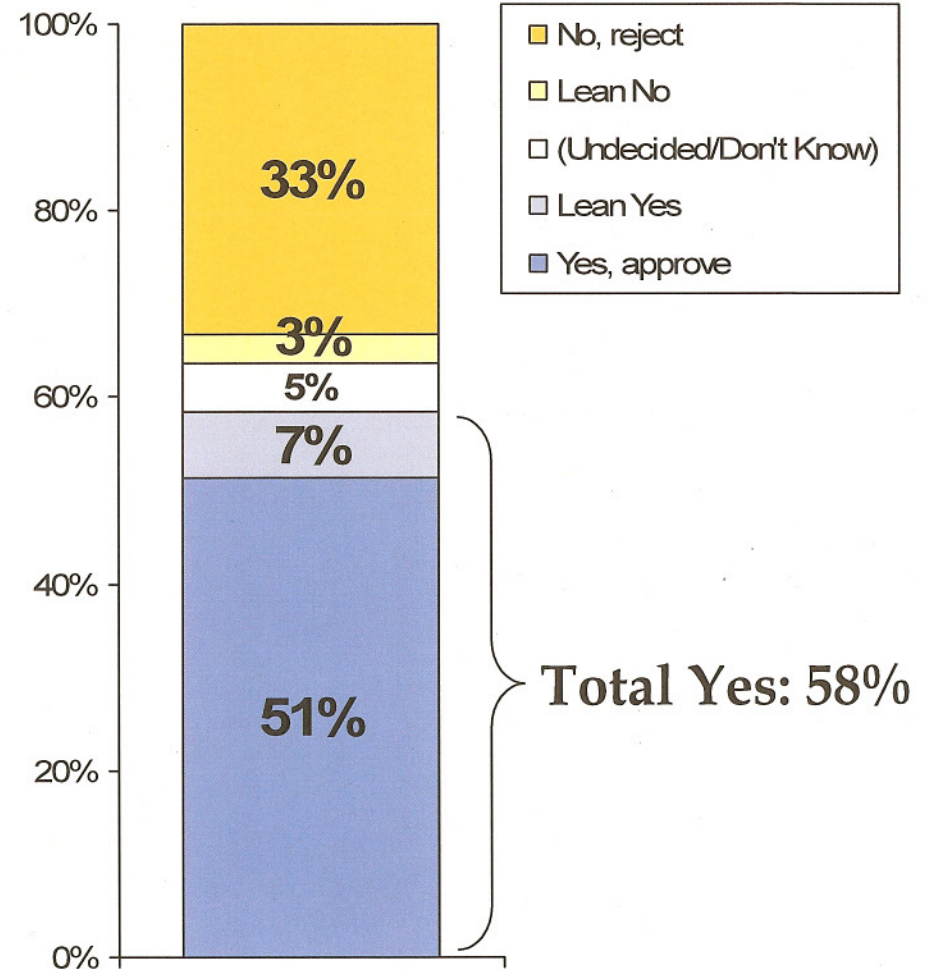
# Support for the measure is well below 2/3rds needed to pass.

*Would you vote "yes" to approve or "no" to oppose a measure that reads:*

To address aging and potentially unsafe infrastructure in San Jose including:

- Street maintenance and pothole repair
- Replacing damaged and faded road signs
- Modifying sidewalk curbs to make them more accessible for wheelchairs, strollers, and other pedestrians
- Fixing sidewalks and gutters;
- Maintaining street trees; and
- Repairing and re-timing traffic signals

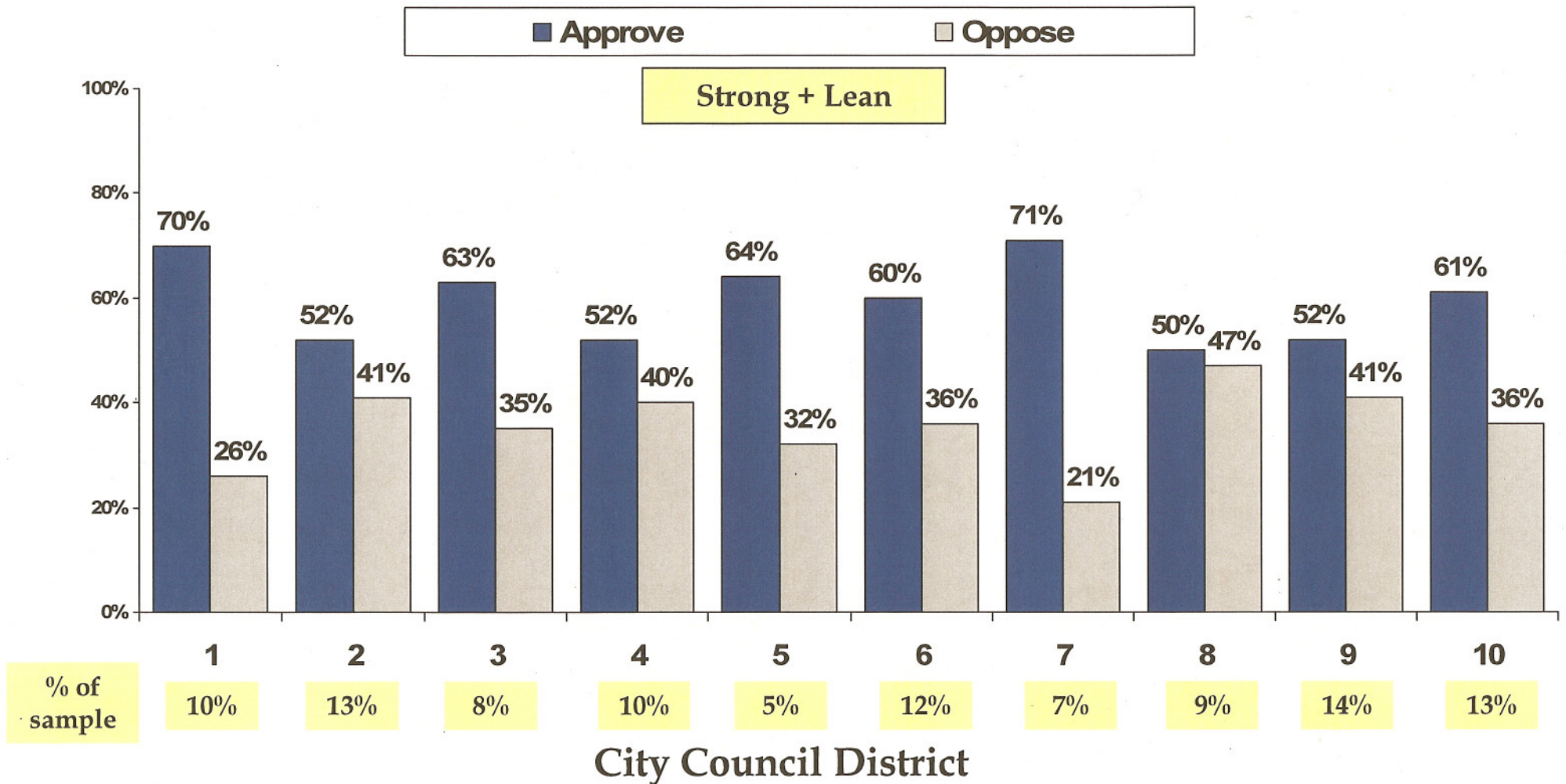
Shall the City of San Jose levy a property tax of 100 dollars per parcel annually for street maintenance with Citizens' Oversight and annual independent audits of expenditures?





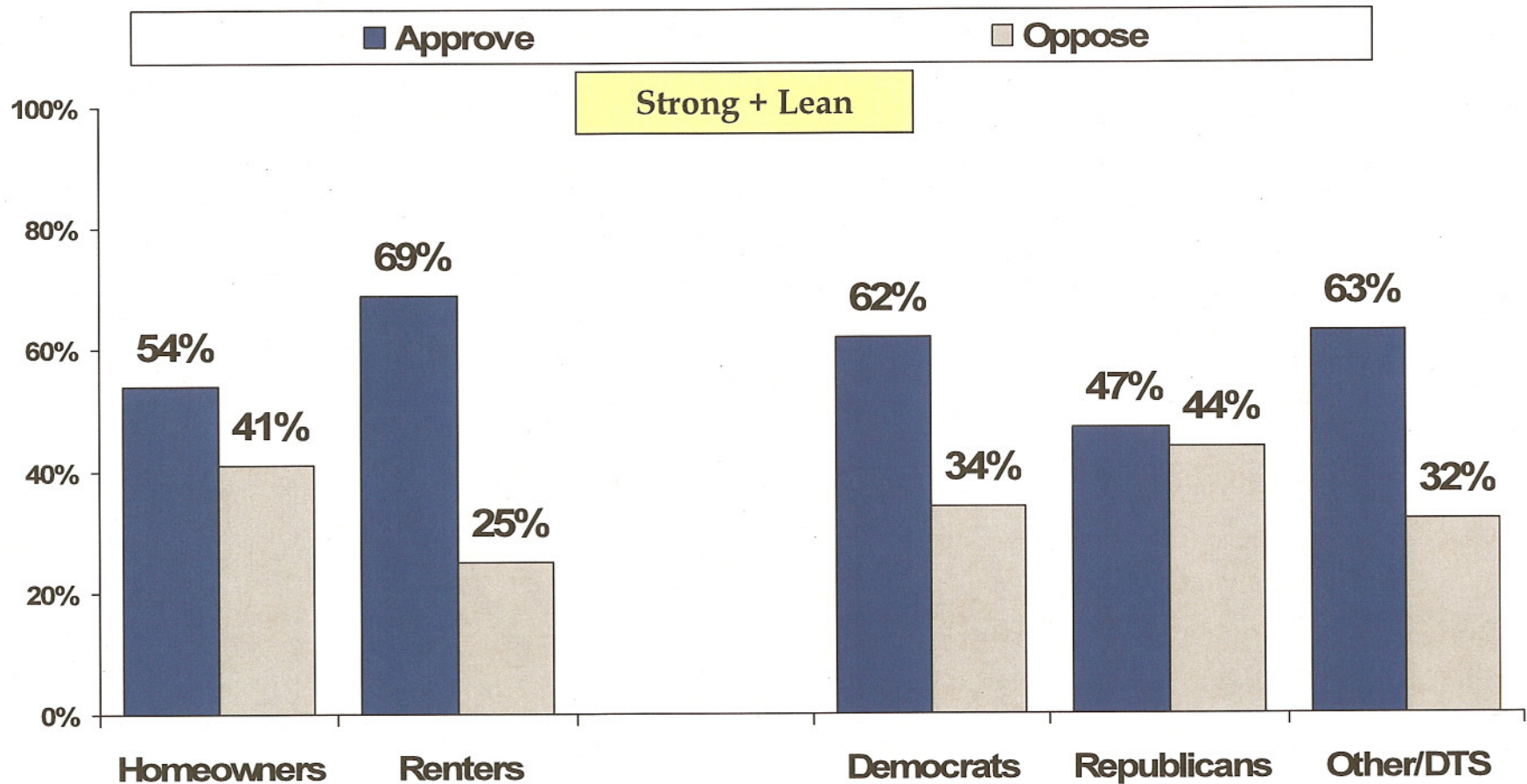
# The measure has 2/3 support in only 2 out of the 10 San Jose City Council Districts.

*Would you vote "yes" to approve or "no" to oppose the measure?*



# Renters are significantly more supportive of the measure than homeowners.

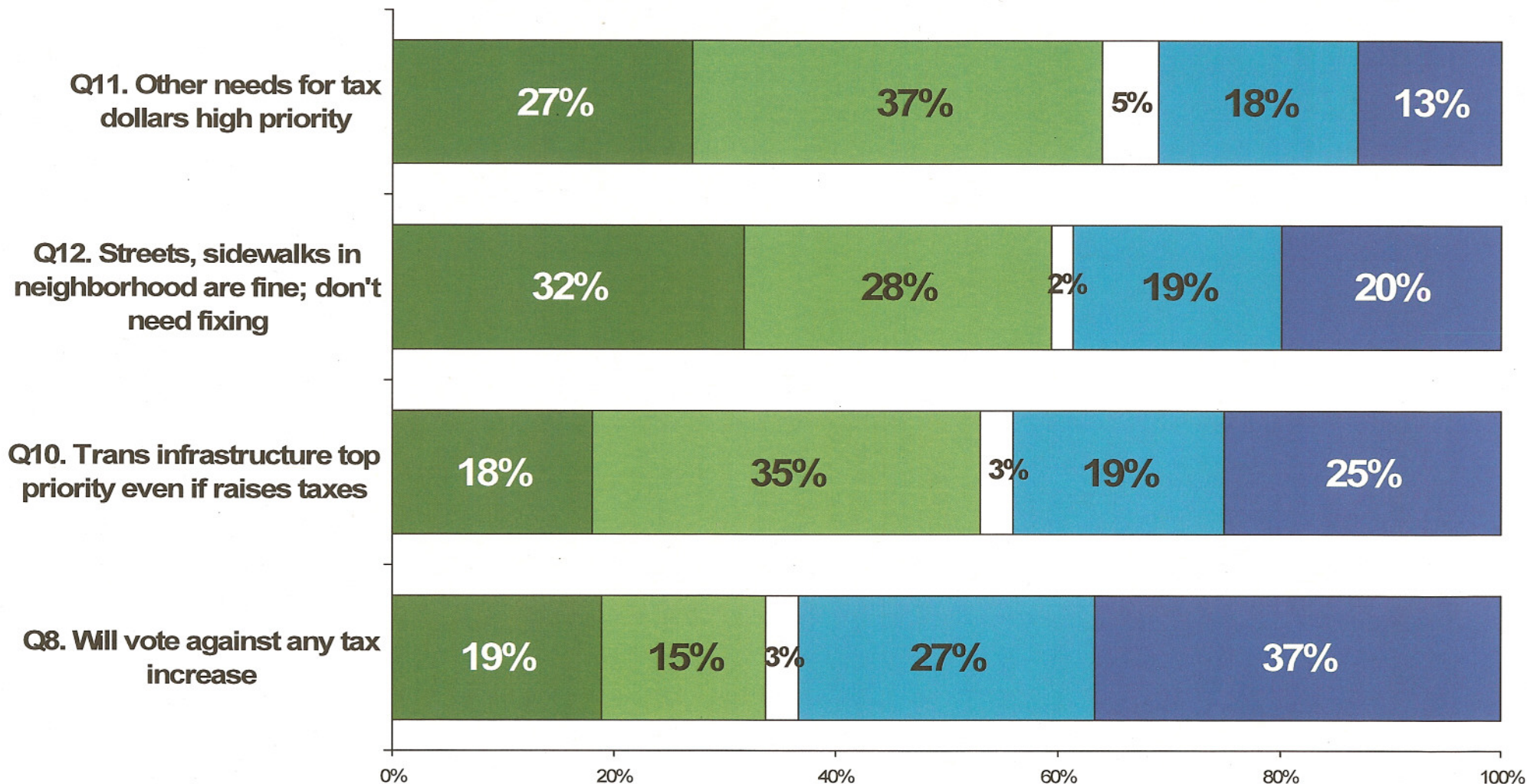
*Would you vote "yes" to approve or "no" to oppose the measure?*





# Voters believe there are other priorities for their tax dollars and/or streets don't need fixing.

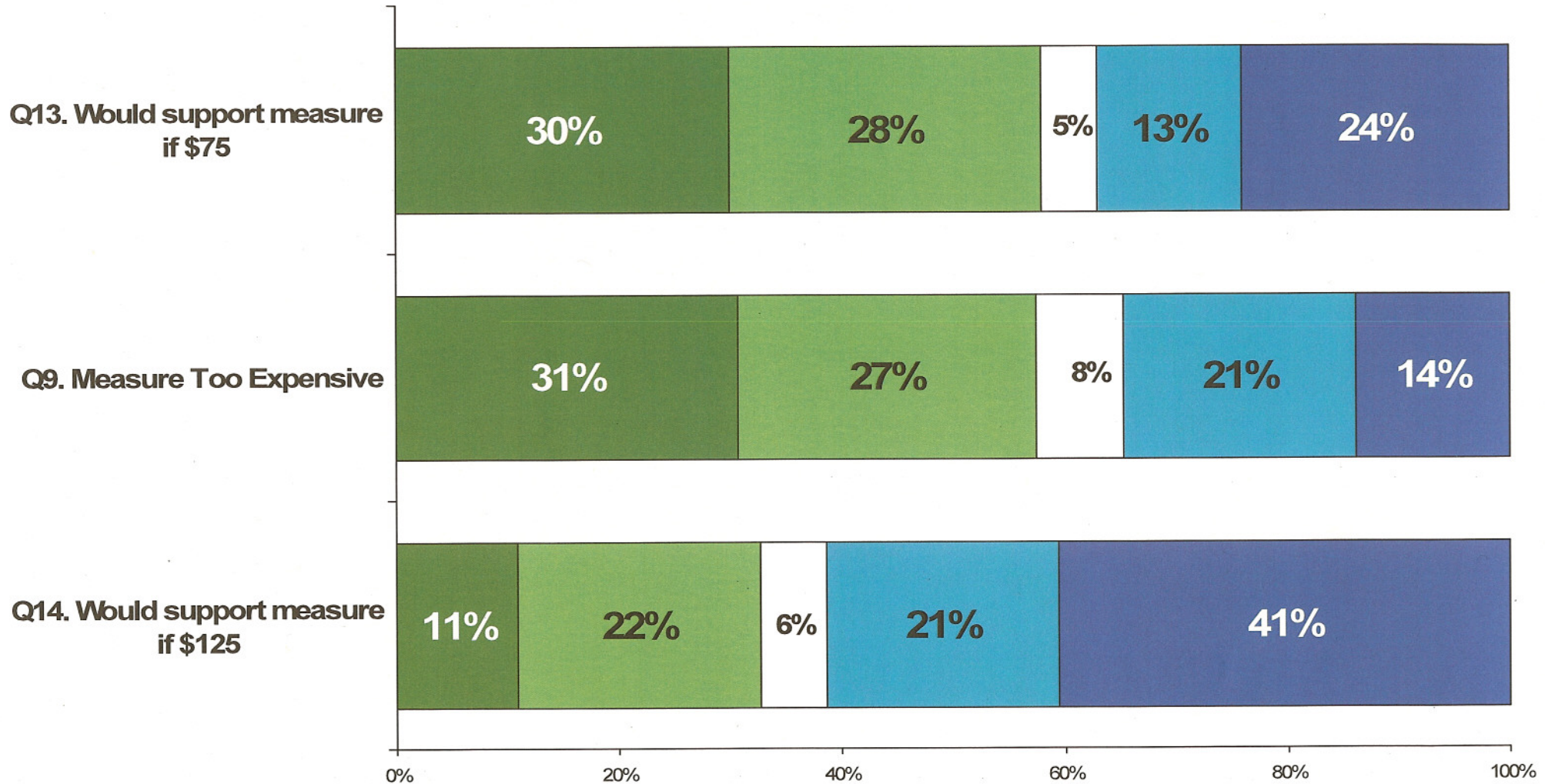
Strongly Agree    Somewhat Agree    No Opinion/DK    Somewhat Disagree    Strongly Disagree





# Reducing the cost of the measure does not change the level of support.

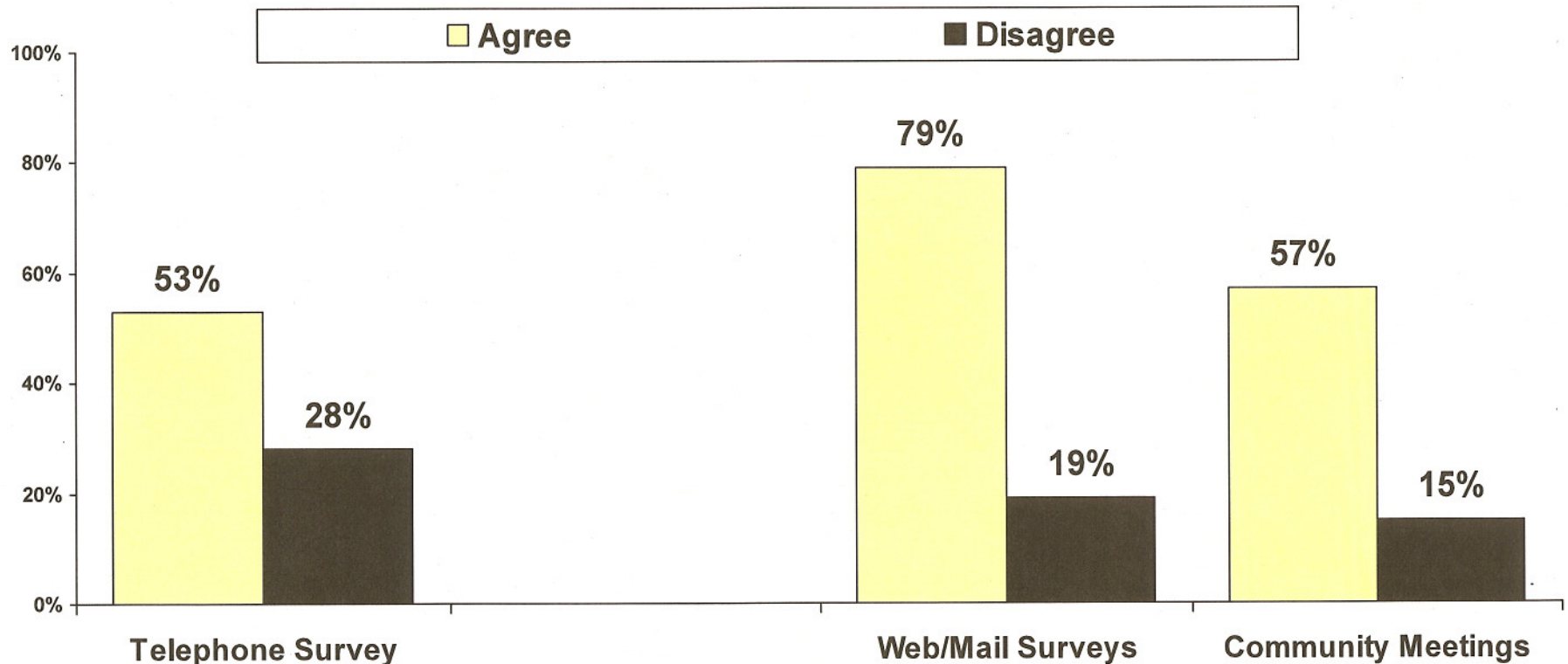
Strongly Agree   Somewhat Agree   No Opinion/DK   Somewhat Disagree   Strongly Disagree





# Those who did the on-line questionnaire were more open to raising taxes for road/street improvements than others.

*Do you agree or disagree with the following statement?*



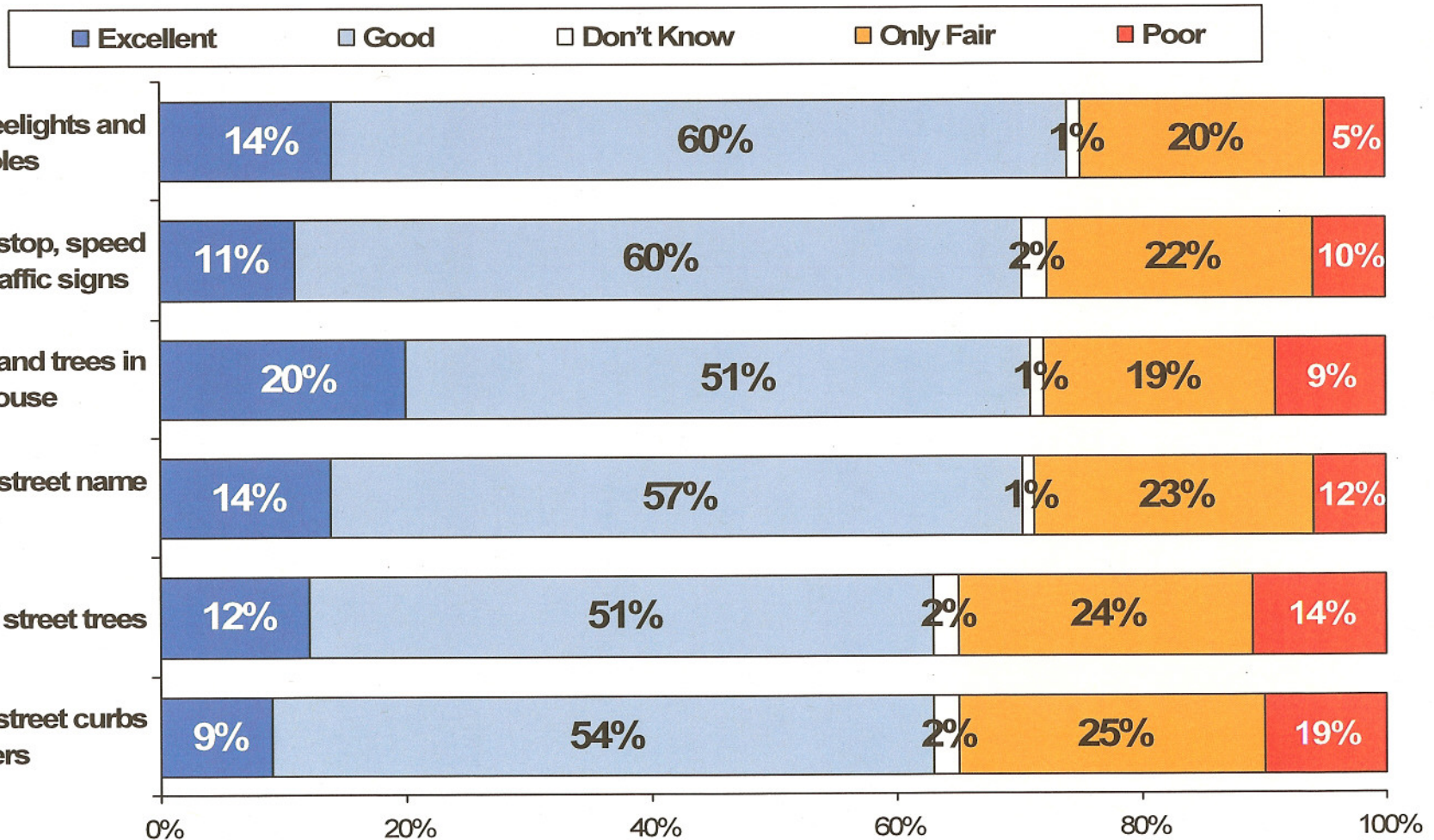
Improving our local transportation infrastructure should be a top priority, even if it means raising taxes.

Maintaining and improving the condition of local public right-of-way assets such as streets, trees, roadway markings, traffic signals, etc., is very important for San José, even if it means raising taxes.



# Voters feel streetlights, curbs, gutters, and sidewalks are in good shape.

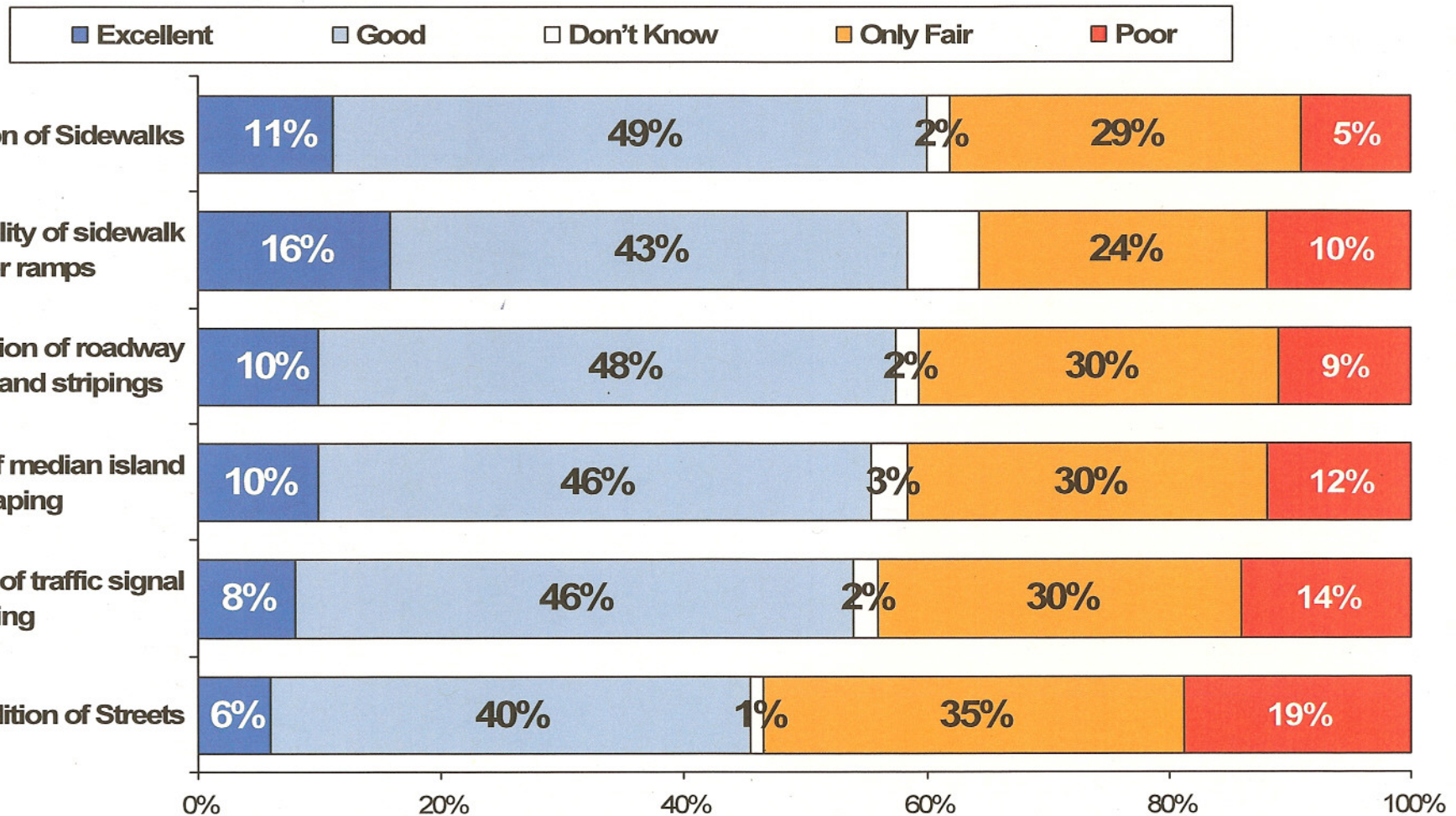
*Thinking about your neighborhood and other areas you go regularly in San Jose, please rate each of the following using a scale of excellent, good, only fair, or poor*





# Many voters give negative ratings to the condition of streets, median landscaping, and signal timing.

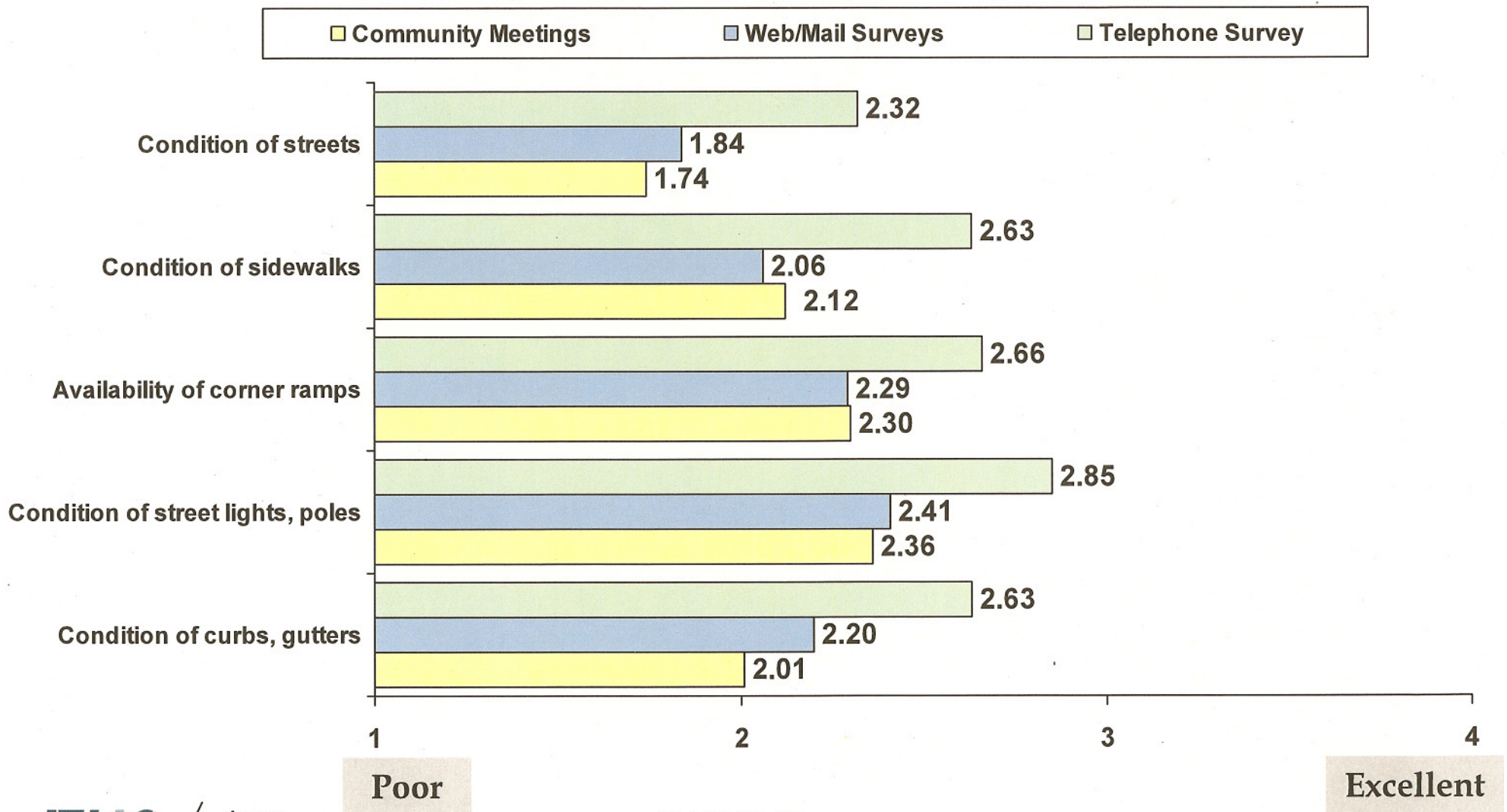
*Thinking about your neighborhood and other areas you go regularly in San Jose, please rate each of the following using a scale of excellent, good, only fair, or poor*





# Those who filled out the web/mail surveys or came to the community meetings are more critical of their local infrastructure.

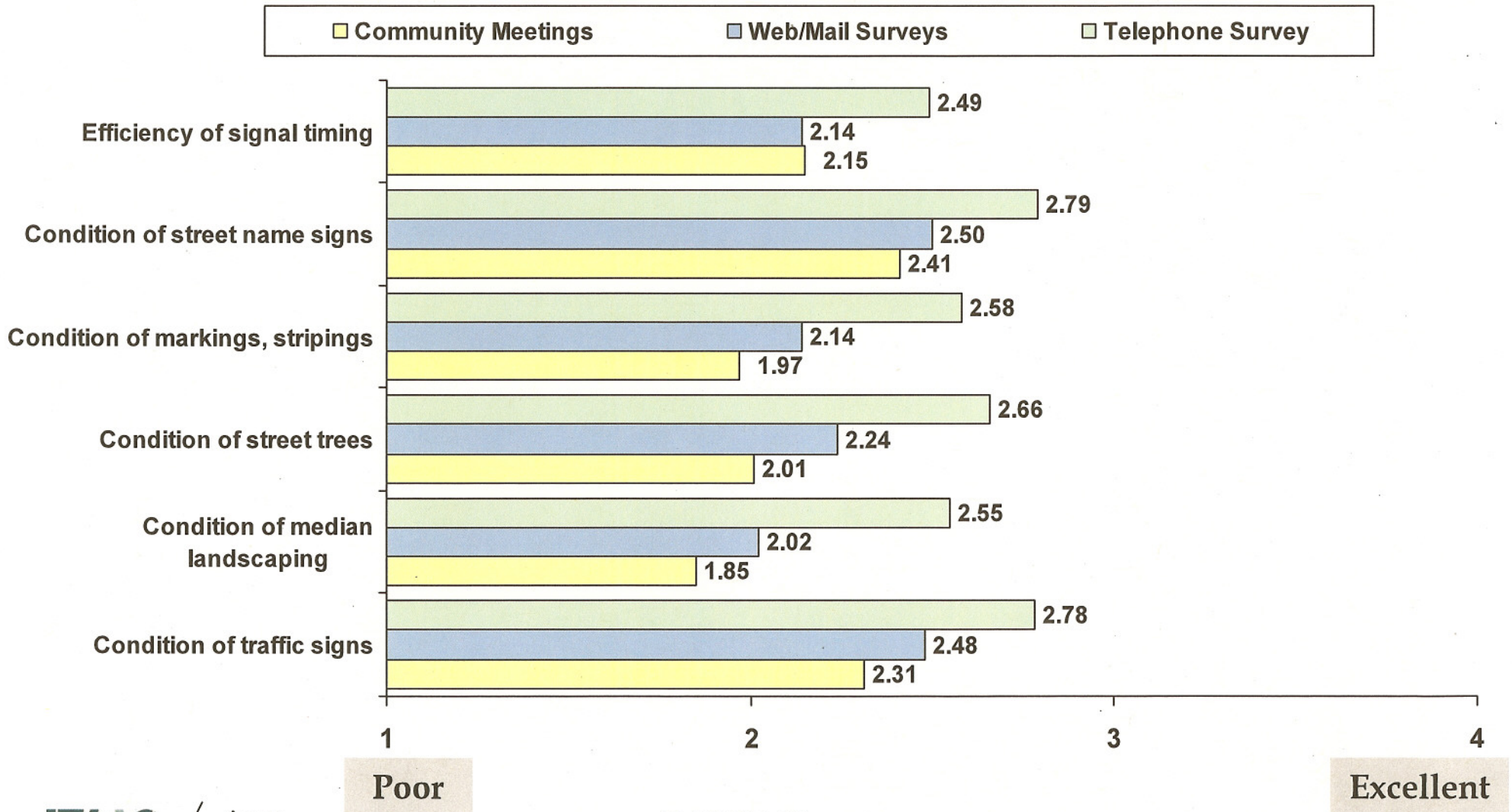
*Please rate each of the following using a scale of excellent, good, only fair, or poor*





# Those who filled out the web/mail surveys or came to the community meetings are more critical of their local infrastructure.

*Please rate each of the following using a scale of excellent, good, only fair, or poor*

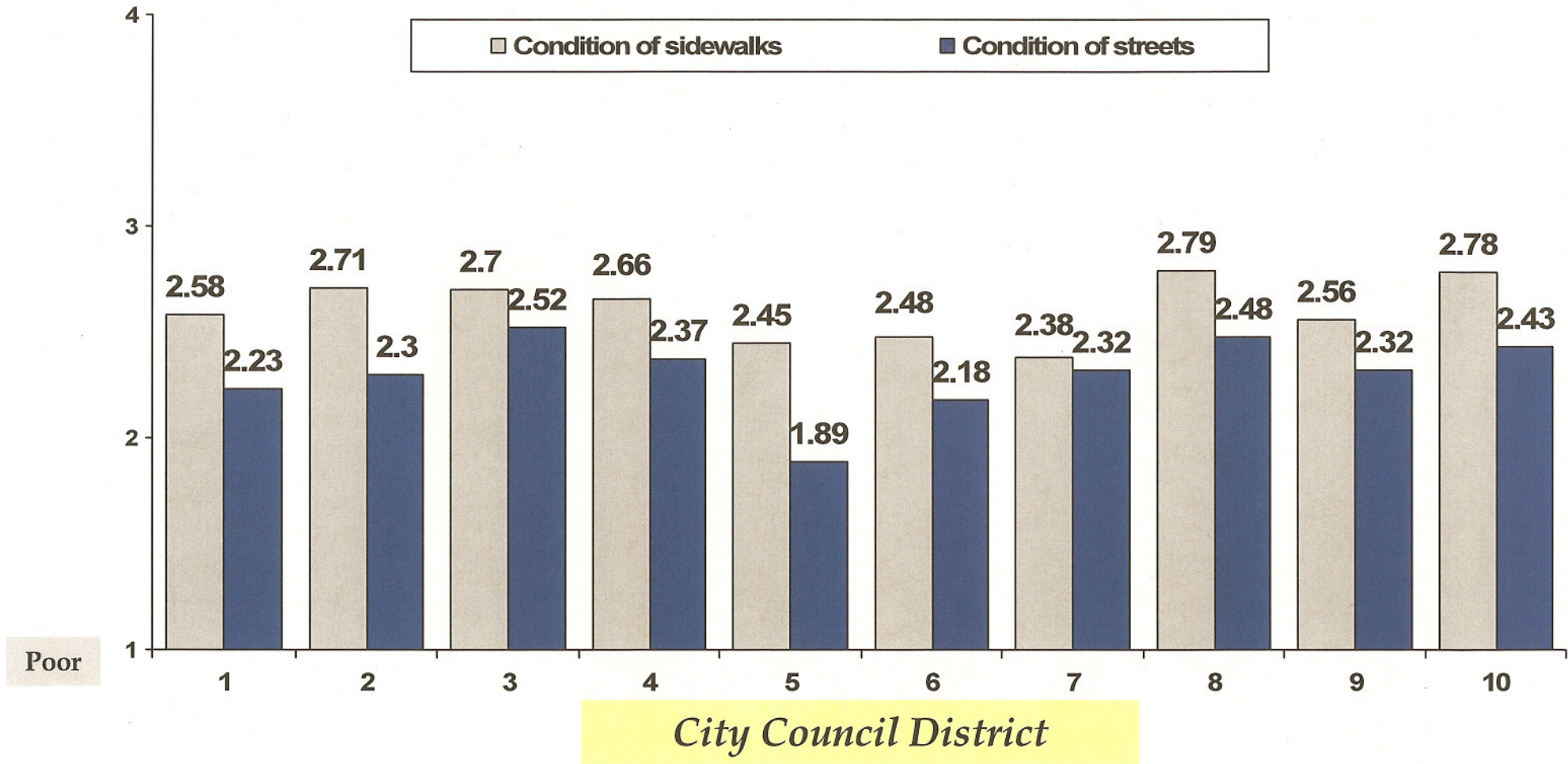


# Voters in Council District 5 feel their streets are in poor condition.



Excellent

*Please rate each of the following using a scale of excellent, good, only fair, or poor*

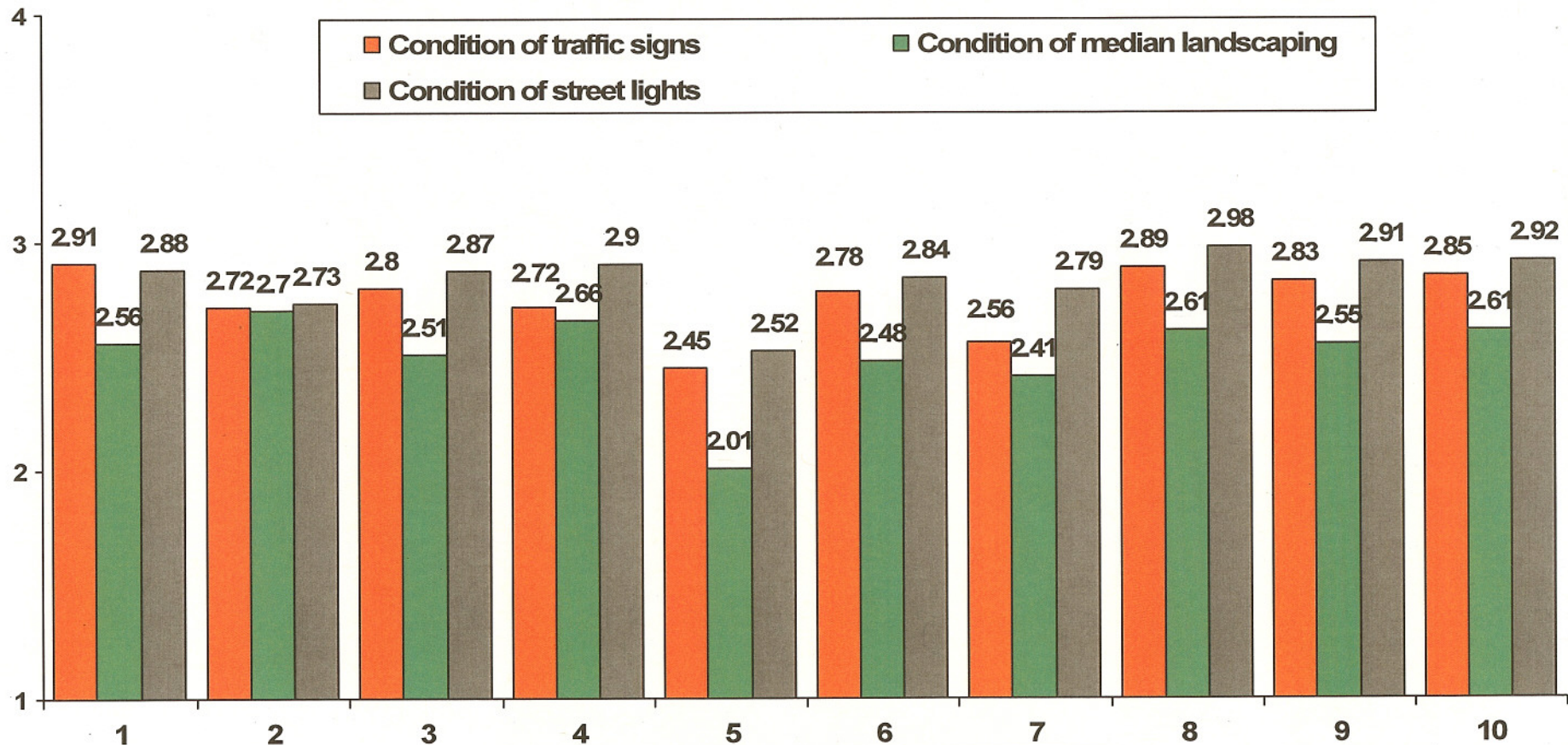




# Voters in Council District 5 feel their median island landscaping is in poor condition.

Excellent

Please rate each of the following using a scale of excellent, good, only fair, or poor



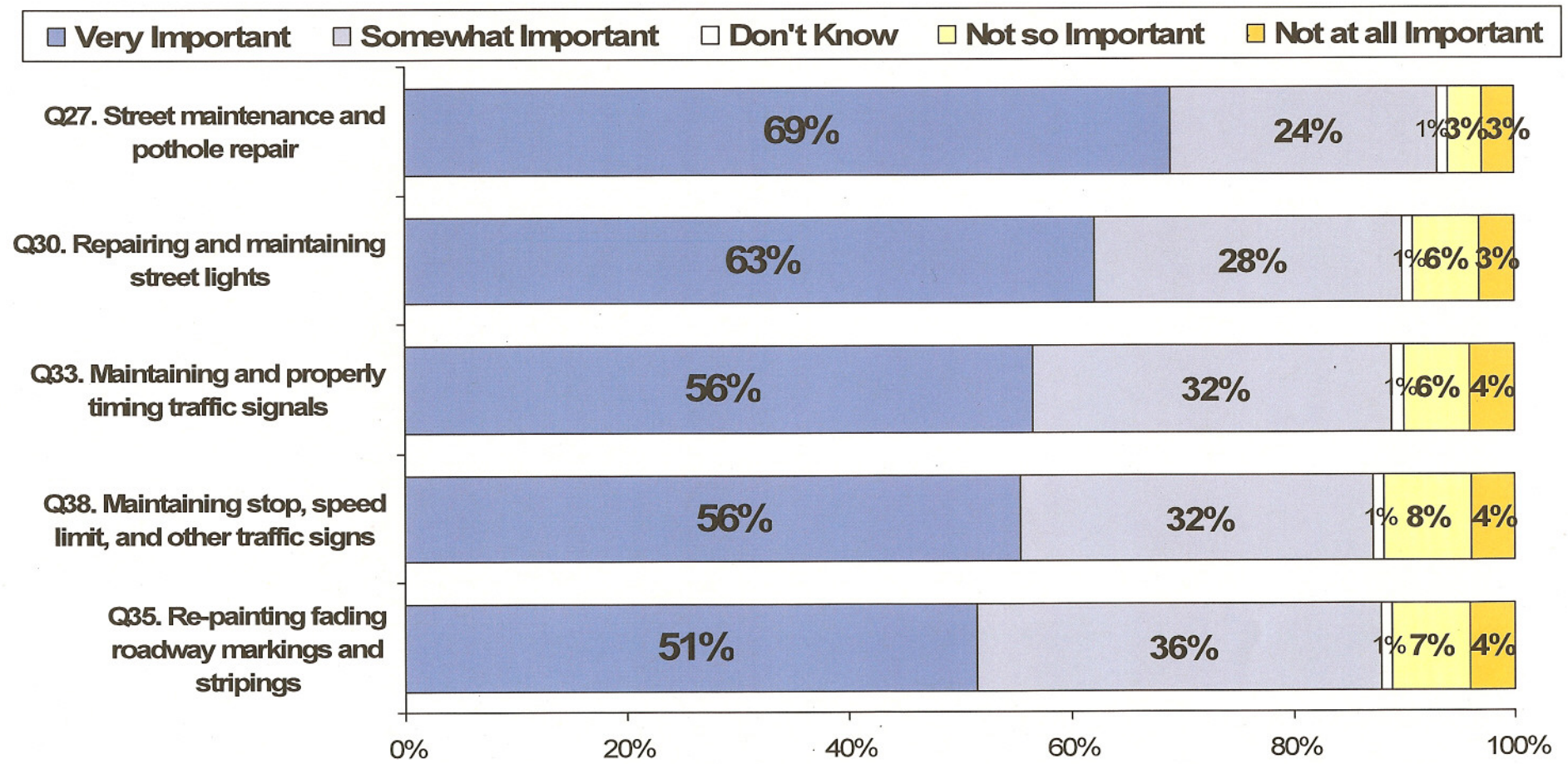
Poor

City Council District



# Street maintenance and street lights are rated as high priorities...

*Here are some of the items that could be funded with additional revenue from a parcel tax. For each, please tell me if it is very important, somewhat important, not so important or not at all important*





**...however, many of the people rating street maintenance and street lights as a priority do not feel those things are in disrepair.**



- **Among those voters who say street maintenance and pothole repair is important:**

- 59% agree that “streets and sidewalks in my neighborhood are fine and do not need to be fixed.”
- 44% rate the condition of streets as excellent or good.

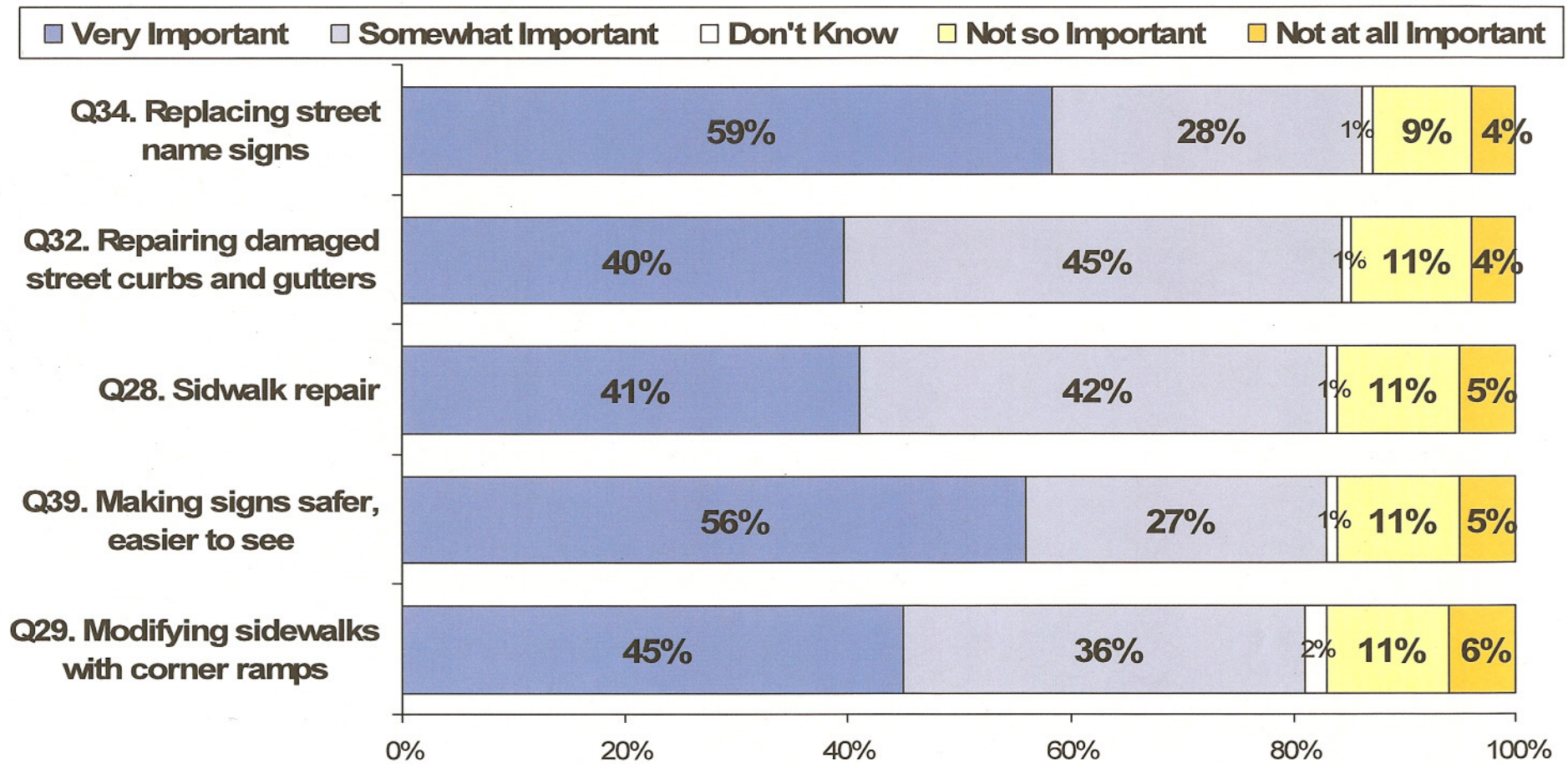
- **Among those voters who say maintenance and repair of streetlights is important:**

- 73% rate the condition of streetlights and streetlight poles as excellent or good.



# Other items are also a priority for some voters.

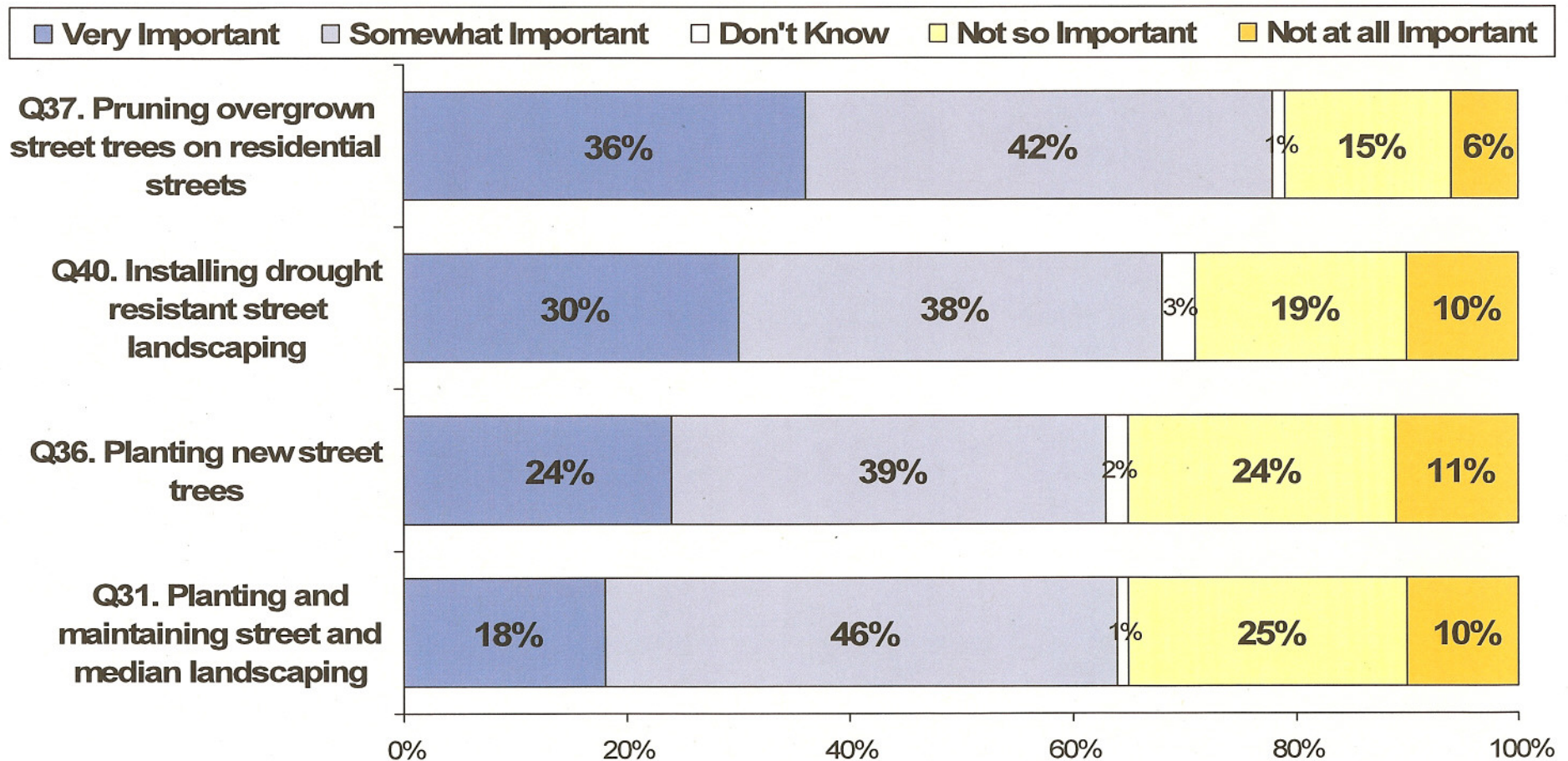
*Here are some of the items that could be funded with additional revenue from a parcel tax. For each, please tell me if it is very important, somewhat important, not so important or not at all important*





# Some items are seen as less important.

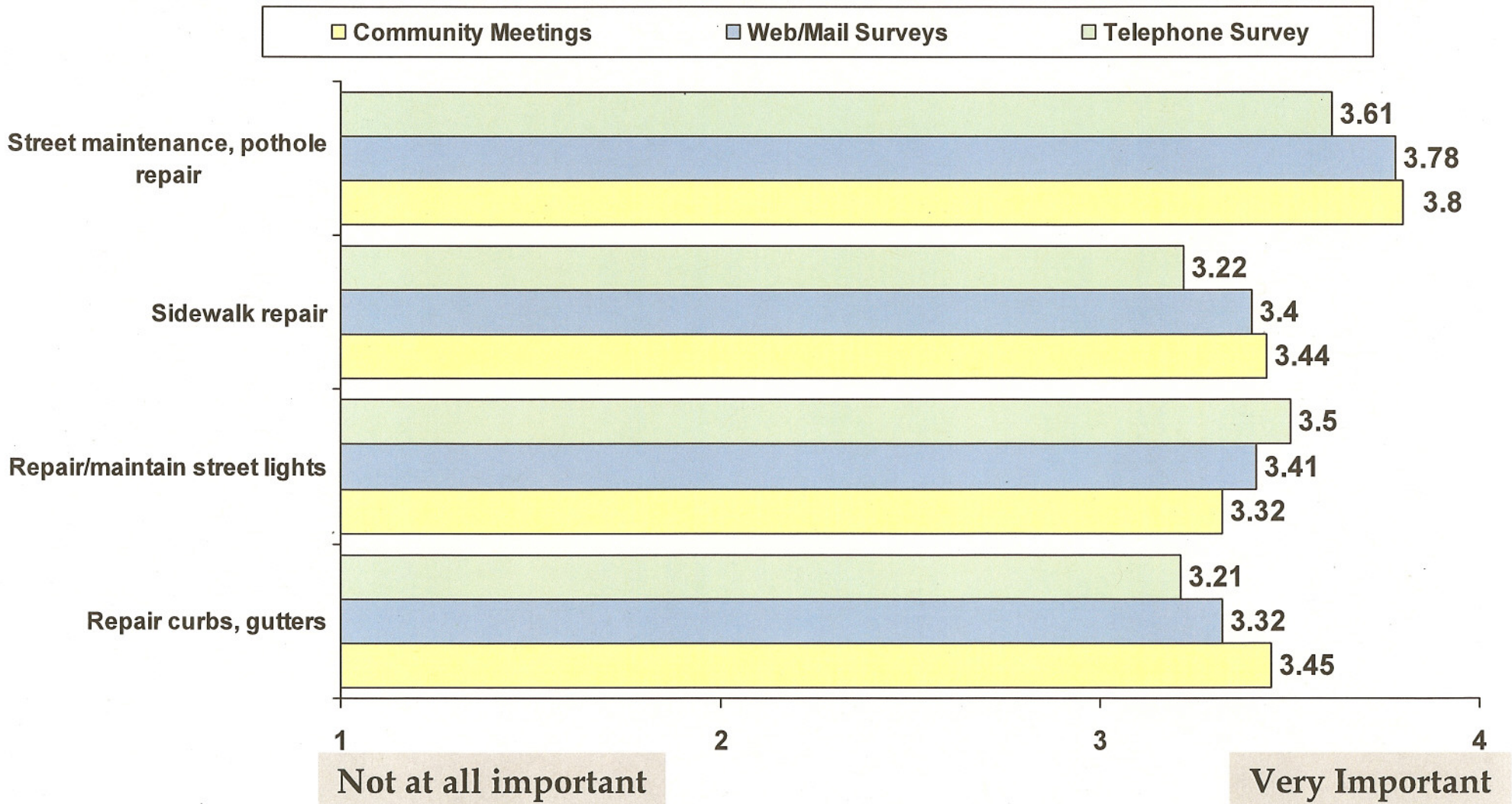
*Here are some of the items that could be funded with additional revenue from a parcel tax. For each, please tell me if it is very important, somewhat important, not so important or not at all important*





# Street maintenance and pothole repair are important to all groups; voters rate it lower than others.

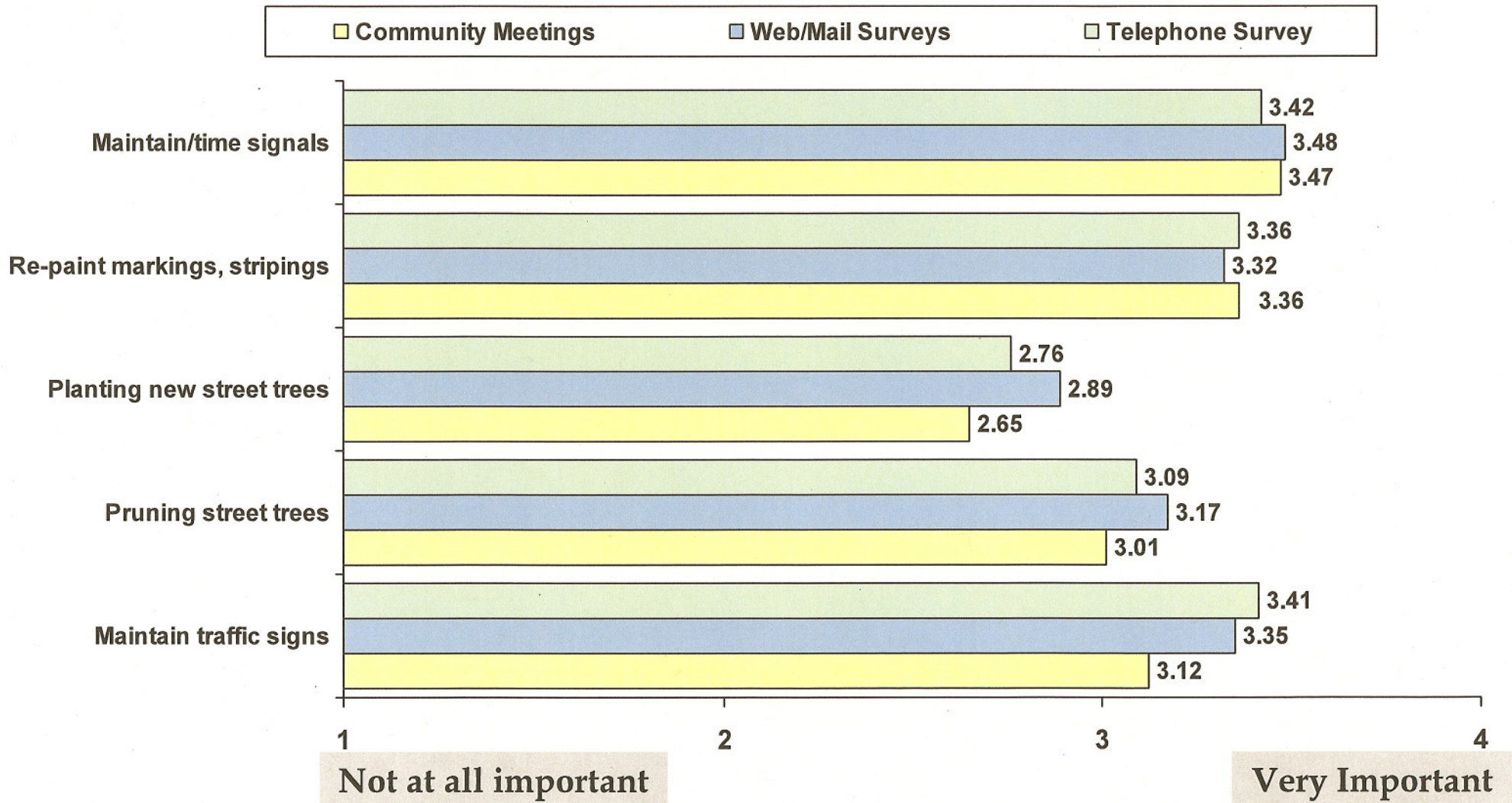
Please rate each of the following using a scale of very important, somewhat important, not so important, or not at all important





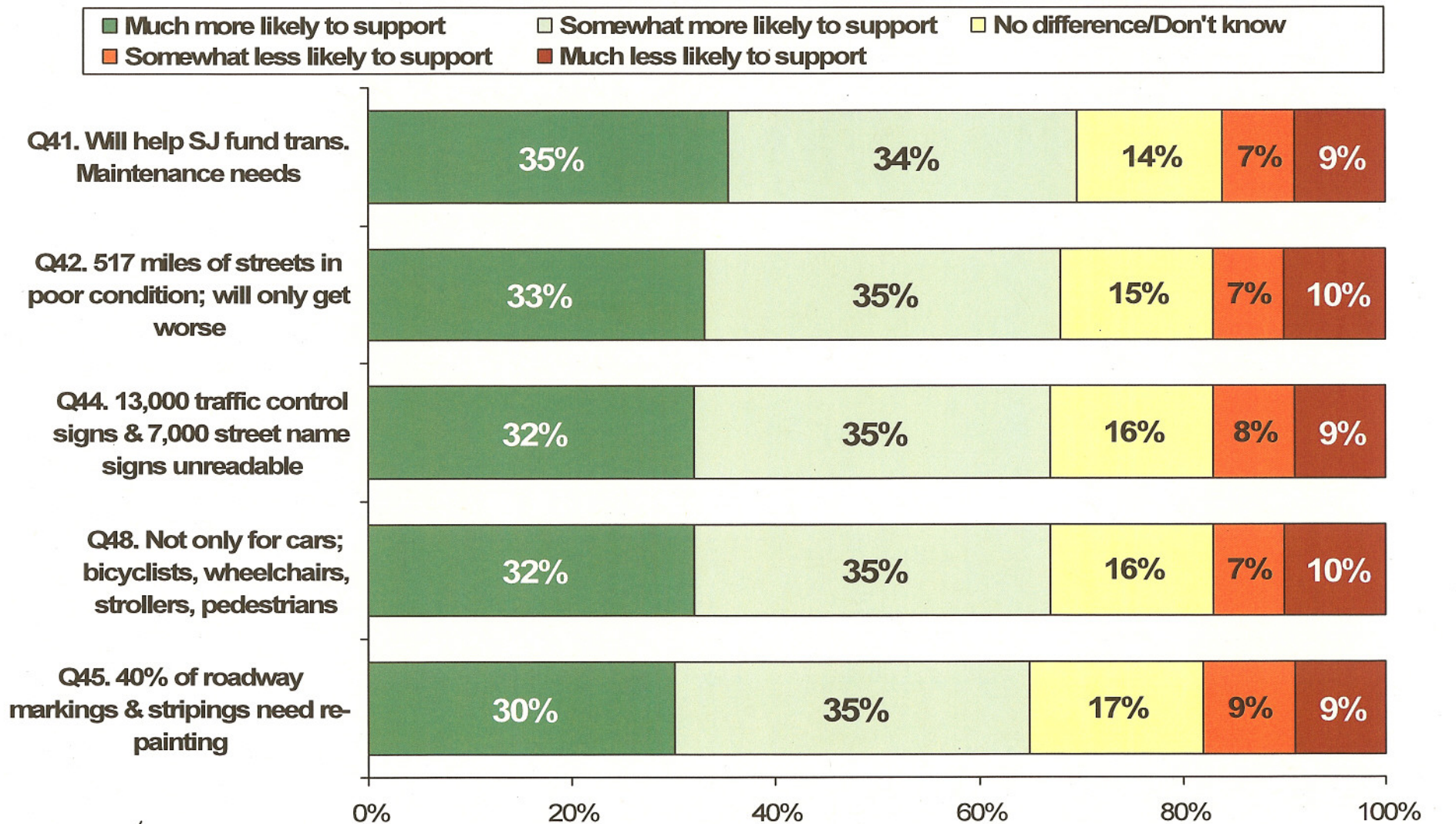
# Several of the priorities were rated similarly by all three populations.

Please rate each of the following using a scale of very important, somewhat important, not so important, or not at all important



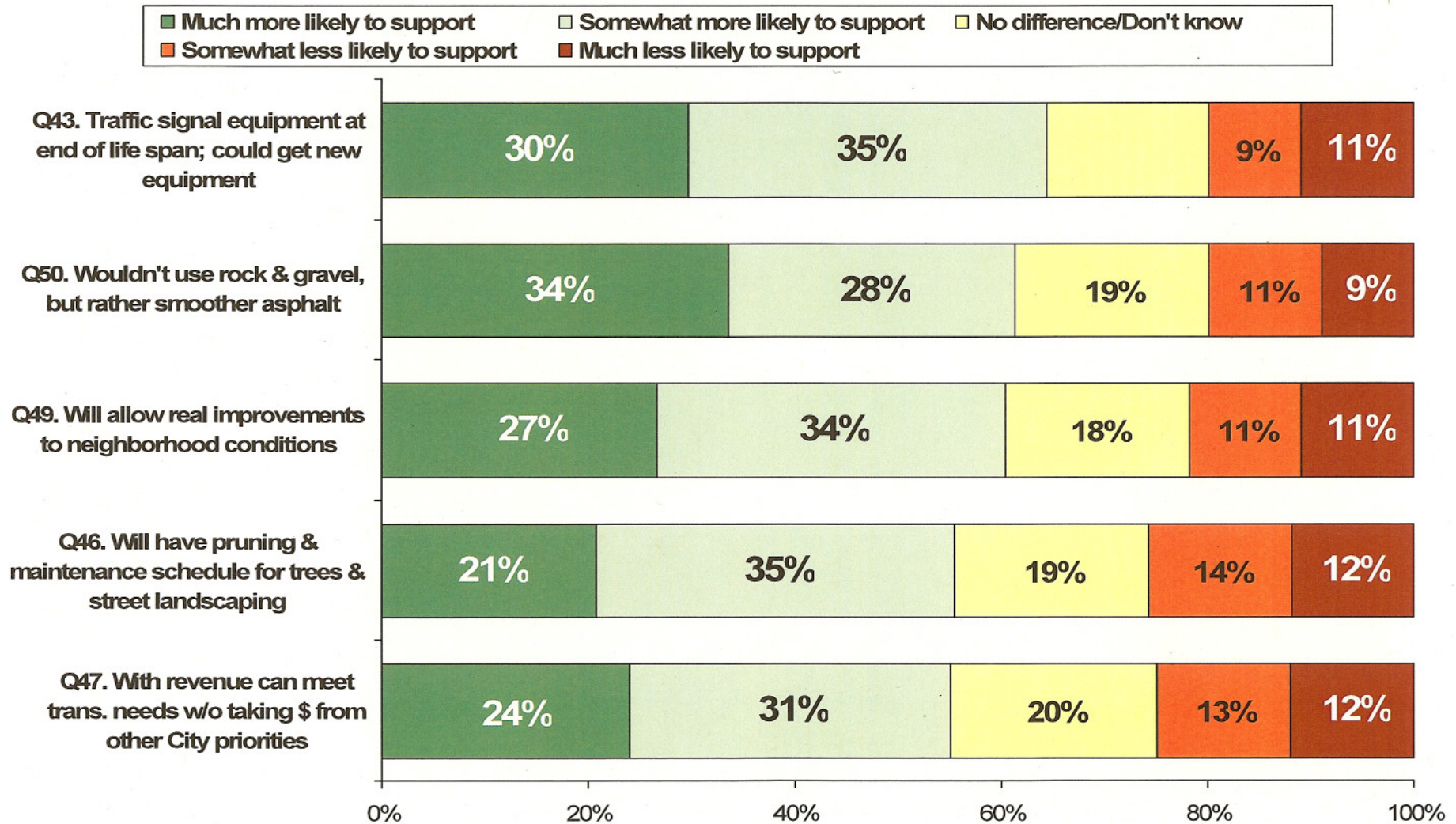


# Statements about the measure did not overwhelmingly resonate with voters.



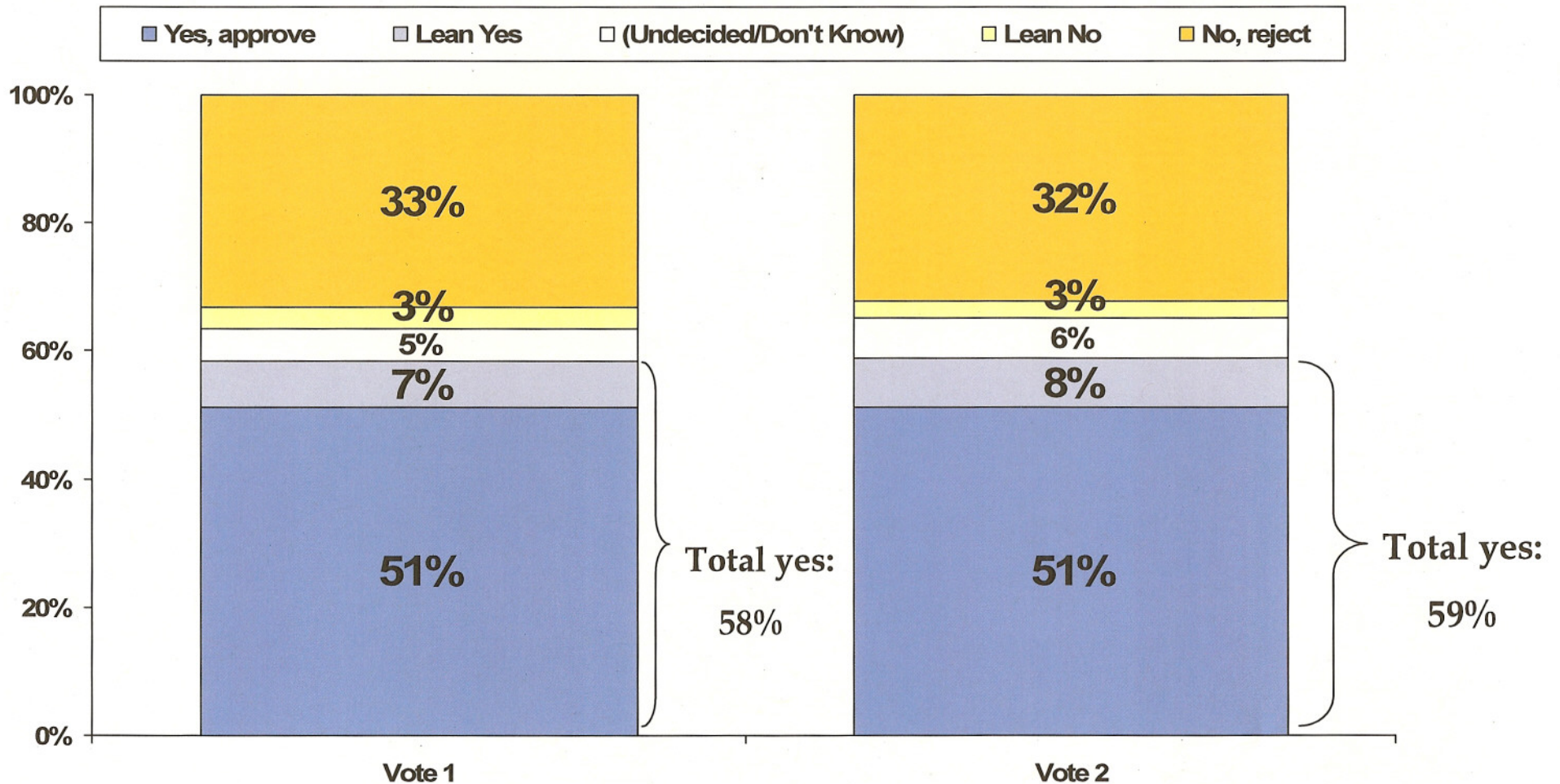


# Statements about the measure did not overwhelmingly resonate with voters.





# Support remains unchanged after statements about the measure.





# Conclusions



- Passing a parcel tax measure for street and road improvements at the two-thirds level will be extremely challenging.
- Voters believe there are other priorities for their tax dollars that are more important than street and road improvements.
- Many voters are not convinced that local streets and roads need to be fixed.
- Voters rate the current condition of streets, roads, signs, etc., more positively than people at community meetings or those who completed the web/mail surveys.



# Recommendations

- Do not move forward at this time with a parcel tax election, or other measure requiring two-thirds voter approval
- Re-consider parcel tax in a few years (maybe for the 2010 elections) if need still exists
- Work with local neighborhood associations to raise awareness of issue
- Consider neighborhood or regional Assessment Districts in areas that have high need and actively supportive constituencies